

**WHAT IS CLAIMED IS:**

1. A light emitting diode, comprising electrode terminals, a LED chip, a reflector having a bowl reflecting the light emitted from said LED chip to an opening, an enclosing resin filled into the bowl, and a wavelength conversion material mixed into said enclosing resin, absorbing the light emitted from said LED chip, and emitting light with a longer wavelength than that of the absorbed light; and characterized in that:  
said LED chip is connected to the electrode terminals inside the bowl, and in  
addition, a conductive reflective member for reflecting the light emitting from a junction surface without transparency thereof on the substantially whole surface is provided at the top surface of said LED chip, the density of the wavelength conversion material mixed into said enclosing resin is denser below the junction surface of said LED chip than thereabove; and/or a wavelength conversion material layer is formed on the inside surface of the reflector with the bowl.
2. The light emitting diode of claim 1, further characterized in that:  
a primary surface side of the junction surface of said LED chip is formed so as to have a larger area than a secondary surface side thereof, and the side surface of the chip is inclined.
3. The light emitting diode of claim 1 or 2, further characterized in that:  
a second conductive reflective member for reflecting the light emitted from the junction surface without transparency thereof on the substantially whole surface is provided at the bottom surface of said LED chip.,
4. A light emitting diode, comprising electrode terminals, a nitride semiconductor-type LED chip provided on a conductive substrate, a reflector having a bowl reflecting the light emitted from said LED chip to an opening, an

- enclosing resin filled into the bowl, and a wavelength conversion material mixed into said enclosing resin, absorbing the light emitted from said LED chip, and emitting visible light; and characterized in that:
- said LED chip is connected to the electrode terminals inside the bowl, and in
- 5     addition, a conductive reflective member for reflecting the light emitting from a junction surface without transparency thereof on the substantially whole surface is provided at the top surface of said LED chip; the density of the wavelength conversion material mixed into said enclosing resin is denser below the junction surface of said LED chip than thereabove; and/or a wavelength conversion
- 10    material layer is formed on the inside surface of the reflector with the bowl.